



## **GOVERNOR'S ADVISORY COUNCIL ON AGING**

### **Ad Hoc Committee on Review & Revitalization and Public Relations Meeting Minutes**

**Tuesday, December 17, 2013**

**11:30 am – 1:00 pm**

**Arizona Center on Aging**

**1807 East Elm Street**

**Tucson, Arizona 85719**

#### **Council Members and Committee Members Present**

Tonya Watson (Committee Chairperson), George Evanoff and Lisa O'Neill

#### **Council Staff Present**

Cathy De Lisa (telephonically)

#### **Guests Present and Signing In**

None

#### **Call to Order & Welcome**

Committee Chairperson Tonya Watson called the meeting to order at 11:39 a.m. with a welcome.

#### **Review of Purpose and Overall Expectations of Committee**

The Committee Chairperson provided a review of the establishment of the Ad Hoc Committee, the purpose and overall expectations of the group and stated the group would focus on getting organized as part of their first meeting.

#### **Input & Historical Perspective of GACA**

At the request of the Committee Chairperson, Council member George Evanoff and Executive Director Cathy De Lisa provided a historical perspective of the Governor's Advisory Council on Aging's work and its relationship to the State Unit, the Area Agencies on Aging as well as other stakeholder agencies and service providers. It was agreed that the recent compilation of input from the stakeholder survey and the feedback from the eleven Senior Action Day events provided valuable insights on what was important to older Arizonans and the work of the Council at this time. Ideas on the best use of Council liaison's time and expertise were briefly discussed as well as the importance of establishing measurable outcomes for the Council and each of its Committees. By general consensus, the group agreed that the review and

revitalization process was instrumental to the next step of mapping out strategies for building better public awareness of the Council.

### **Developing a Plan for a Comprehensive Strategic Review**

The group agreed to use the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis approach at the next meeting as one tool for further assessment, including what they see as the Council's current strengths and weaknesses as well as opportunities and potential threats or challenges. As outlined by the Council Chairman, the group discussed establishing a report back to the Executive Committee and the Council as well as updates to the Committees starting with the January 9 – 10, 2014 meetings. Tonya Watson, Committee Chairperson, agreed to attend these meetings and help outline the work of the Ad Hoc Committee and invite members to share input and ideas. The group agreed by general consensus that the comprehensive strategic review would occur over the coming months and that 2014 would be a planning year for the Governor's Advisory Council on Aging with well-established deliverables created by the end of the year.

### **Consensus on Assigned Tasks/Next Steps**

Committee Chairperson Tonya Watson agreed to outline the work of the Ad Hoc Committee and invite members to share input and ideas at each of the Council's Committee meetings and provide a report back to the Executive Committee and Council at the January 2014 meetings. Dr. Watson offered to draft talking points that will be distributed by staff to the committee members for input to the staff ahead of the January meetings. As requested by the Committee Chairperson, Council staff will work to coordinate arrangements for another Ad Hoc Committee meeting following the Council on Aging's meeting on January 10, 2014.

### **Adjourn**

The meeting was adjourned by the Committee Chairperson at 1:15 p.m.

### **Next Meeting**

**The date and location of any future meeting will be determined and announced by Public Meeting Notice posted at the Governor's Advisory Council on Aging website:**

**<http://www.azgovernor.gov/gaca/>. These meetings are open to the public.**